

Arnie,

<sup>ff</sup>  
Lester Kinsolvin is correct, you  
are a bigot operating a racist TV station. When your license is due for renewal, I shall have my attorney file for non-renewal. Racism is racism, no excuses.  
Have you no shame.

Mel Katz

EX 17

SH0010286

715 W. 37th St.  
Baltimore, MD 21211  
July 22, 1991

WMAR-TV  
6400 York Road  
Baltimore, MD 21212

Dear Madam/Sir:

On July 20 Channel 2 carried Saturday Night Live which included a sketch entitled "Mr. No Depth Perception." I am not a regular viewer but I have a taste for satire (even biting) so I happened to be watching that night. This sketch deeply offended me and I believe it should also have been deeply resented by a lot of other people who do not share my particular physical disability. Like the main object of ridicule in the sketch I have trouble lighting another person's cigarette or pouring wine into a glass because I am essentially blind in one eye. There is nothing I can do about it and I deeply resent being ridiculed for my physical disability. Not even the Nazi herrenvolk indulged in such obvious cruelty. At the least SNL owes an on-air apology to <sup>those</sup> who ~~who~~ suffer from a lack of depth perception. Cruelty is no fun except for sado-masochists. Is that who writes for SNL?

Sincerely yours,

  
Nicholas Varga

JUL 25 1991

SH0010302

July 31, 1991

Mr. Arnold.J.Kleiner, General Manager  
WMAR-TV  
6400 York Rd.  
Baltimore, Md. 21212

Mr.Kleiner,

It's dismaying to watch Oriole's problems on TV game after game, what exacerbates the pain is the quality of game telecasting.

I've been campaigning for higher quality baseball telecasting for some time, finally in the June 17 issue of The Sporting News appeared my criticism of telecasting which apparently got through to some in television. There have somme improvements, but very little.

Baseball telecasts follow a predictable routine; closeup-closeup-closeup- action-closeup-closeup-closeup-action-closeup, etc. If you were to time the routine, as I have, you would find that the closeups of players(portraits) consist of moments which when added up, amount -1 1/2 hours of very monotonous viewing time. That fact alone ought to concern television management as a primary weakness in telecasting.

The opportunites for award winning game telecasts are enormous. I've already sent ideas to Brooks Robinson but I presume he either has no say or is just too busy to get involved.

I'd like to help raise the morale of Oriole fans and improve the WMAR telecasts to become the best in the business. I'd be glad to set down if you'd care to meet for a few minutes and discuss higher quality baseball telecasting.

Telecasts should be guided by a "book" of principles, theory and techniques, which I would provide.

Sincerely,

*C.W. Edwards*

C.W. Edwards

113. McPherson Ave.

Annapolis, Md. 21403

301-261-1111

NOTE: This letter  
is in reply to letter  
on other side of the page  
J. L. S.

7529 (Lays) Lane  
Balls Bl. Md. 21207  
Aug. 3, 1991

Ms Emily L. Barr  
WMAR-TV Channel 2  
6400 York Rd.  
Balls Bl. Md. 21212

Dear Ms Barr:

Your suggestion of "turning off the TV or  
changing the channel", both my husband and I  
are smart enough to know to do this when the  
showings are immoral, indecent or anything that  
makes for degradation of our society, and this is  
exactly what we have been doing for some time  
now!

You missed the point of my concern completely  
... young ones need to be given the kind of "T.V." show  
that educate them to become fine, clean-cut and  
civilized adults and I was bringing this to your  
attention. I am 63 years old and all six of our children  
are adults now, married and on their own so I don't.

W M A R · T V

6400 York Road Baltimore, MD 21212 (301) 377-2222

August 2, 1991

Mrs. Jane L. Sauter  
7529 Clays Lane  
Baltimore, Maryland 21207-2002

Dear Mrs. Sauter:

Thank you for your letter of August 1st. We always appreciate hearing from our viewers, even those who have a complaint from time to time.

We do our best to offer our viewers a wide selection of programming; however, if you find some programs not to your liking, you should exercise the strongest form of protest: turn off your television, or turn the channel. By doing this, you send a direct message to broadcasters.

Again, thank you for sharing your views with us. We appreciate your interest in WMAR-TV.

Sincerely,



Emily L. Barr  
Director, Broadcast Operations

ELB/dgp

SH0010321

have the responsibility any longer as to what they watch or what they don't watch on T.V. But adults who do steer young ones in the wrong direction are responsible for the awful mess that our society has come into!

And so if you think it is O.K. to show immoral life styles on T.V., you go ahead and enjoy yourself doing it but please believe me when I tell you "THERE IS A DAY OF RECKONING" coming and the people who are responsible for leading young ones astray, are going to be punished accordingly. This is as serious in GOD'S EYES as what it would be for you "to stand watch" while some one robs a bank. And so again I will repeat if you think it is O.K. to show immoral life styles and things that make for degradation of our society, you and enjoy yourself for the time being doing it, but.

AUG 12 1991

29

Aug 9, 1991

Dear Mr. Kleiner.

Please don't take off  
the "Sunrise" morning  
show etc. helped me  
to make financial  
decisions and sends  
class to your local  
morning news show.

Being divorced & self  
supporting, I can't afford  
cable and need all  
the financial information  
I can get.

Thanks for having  
a serious morning show  
for us who can't move  
fast at that hour and  
please don't make  
Ken get carried away  
with that silly duck

We have enough  
local news. Sincerely,  
1207 W. 13th St.  
East H.D. 21230 Ellie Hays

SH0010323

Sunday 18 Aug.

Dear Sir,

I am an avid Orioles fan and I am upset!

I find it hard to understand why Jim Palmer is covering the games on TV.

In order to get really good coverage I must have both radio and TV on.

John Miller and Ken and Chuck do a super job.

Jim Palmer talks about everything but the game. He tells me all about who he knows and

AUG 20 1981

SH0010331



who he spoke with and  
where he's been.

Jim was a great ball  
player but as an announcer  
he ranks at the bottom of  
my list.

It has to tell Brooks  
Robinson how third  
base should be played!

Boo!!

Dorothy R. Berg

Th. Kibler  
4703 Morello Rd  
Baltimore, Md. 21214

PC  
/

August 28, 1991

Dear Mr. Kleiner,

Your station has finally lost my viewership.

First there was the pre-emption of the Wimbledon classic on the fourth of July for the Orioles game. What more.

- Friends I can turn to !?

Now Santa Barbara for Montel Williams because you like him.

Since I was a little girl I have watched the soaps on Channel 2. A lot of this time I watched with (or because of) my grandmother. When I was home during the day I would turn on Donkue and never change the channel straight through and including your newscasts.

Progress stinks a lot of the time, but in the past few years television reception has improved greatly. Therefore, starting Monday I will program my television set to Channel 8 and keep it there all day. At newstime I will watch WJZ along with most of community.

I would also like to take a moment to express my disgust at your lack of feeling or thought for your faithful

SEP 3 1991

SH0010349

viewers. Viewers just like my 86 year old grandmother who, regretfully doesn't have good reception.

This old women, like many others in our community, is confined to her apartment. She doesn't work, go to bridge parties, etc. She sits at home, looks forward to and enjoys her soaps just as she did twenty five years ago when I sat by her side.

There are many, many people in this town who are home every day. Many more who have very little contact with other human beings and they do develop strong emotional ties to these characters. Although you may think this all so trivial, a large part of your audience does not.

And lastly, to answer your question about where we were when the ratings were compiled, I'm sure we have no idea. I have never known anyone who has been a member of a Nielson family. The least you could do for us is give us a chance to call in and give you our vote.

- Friends we can turn to?

.... just a slogan....

Sincerely,

Tara W. Kibler

1A1 11111111111111111111  
6209 CHINQUAPIN HWY  
BALTO MD  
21239

34  
PF

I heard today on 78 rock  
Channel 2 was going to  
take Santa Barbara off  
the air. Hope this is not  
true. I watch Y/R, B/B  
and then switch to Santa  
Barbara. I watch 2 all  
night during the week.

I enjoy SB I guess if it goes  
off so do I with channel  
2 at night.

Better think again  
about putting talk show  
on at 3 just what we need.

Santa Barbara fan

Pat

Pat Greenup  
6209 Chinquapin Hwy  
Balt MD  
21239

PK

August 29, 1991

Ms. Barr  
Director of Broadcast Operations  
WMAR-TV  
6400 York Road  
Baltimore, Maryland 21212

Dear Ms. Barr:

I am writing to you to express my discontent with the article that ran in this morning's Sun Paper regarding "Santa Barbara" being pre-empted for 17 weeks on a trial basis to "make room for the Montel Williams Show"!

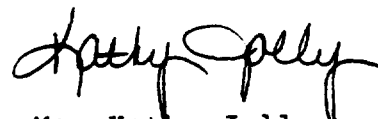
Just what TV viewers do not need is another "talk show". Channel 2 now carries more than its share of talk shows (Oprah Winfrey being the best of the bunch)!

I am a dedicated fan of "Santa Barbara" and have been so since its inception. I'm sure you will probably receive more than your share of letters concerning this matter. I just wanted to air my opinion regarding the change.

I hope that "Santa Barbara" will be returning after the 17 weeks!

Thank you for you time.

Sincerely,



Ms. Kathy Jolly  
807 E. Broadway  
Bel Air, Maryland  
21015

SH0010339



# Dolls By B. Frank

1042 MINNETONKA ROAD  
SEVERN, MARYLAND 21144

B. Frank  
(301) 969-~~XXXX~~ 4030

8-29-91

Arnie Kleiner  
WMAR  
York Rd  
Baltimore, Md

Dear Sir:

According to the Sunpapers you are dropping "Santa Barbara" and wanted to know where the viewers were during the ratings. My question to you is how do you get these ratings? I have never been asked, nor has anyone I know. Not everyone lives in Baltimore City, County or Columbia.

Viewers are usually creatures of habit. Santa Barbara has been on 7-8 years while the two competing shows have been on for over 30. The SB viewers are now watchers from a pool consisting of recent retirees, recent invalids or "at-homes". They have not followed the story line of the old shows. Those who can will switch to D.C., those who can't will switch off or watch Montel. You will lose viewers in the 11-man slot as "Geraldine" is offensive to many. You lose a lot of viewers to other networks because of your propensity of constant tinkering with news personnel, schedules, and substitutions.

Montel Williams is a good show. However, three hours of titillating talk host shows in the AM followed by 2 1/2 hours of talk shows in the PM is going to prove to be too much. These shows follow a common

SH0010340

format and cast of characters. You have  $1\frac{1}{2}$  hours of news(?) which ends up as 3  $\frac{1}{2}$  hour segments repeating the same news and changing only the fluff pieces. Local news is full of inaccuracies regarding proper naming of towns or sections of counties other than Baltimore. The AM and noon news is frequently just a repeat of the night before. Also, not all of us are sports addicts and resent wall-to-wall sports events every weekend and then three to four evenings being given over to more sports while our regular programs are supplanted. Too many disruptions and too many times of not knowing when a favorite show will air encourages the viewer to throw his or her hands up in disgust and go elsewhere.

My advice, which you will probably not follow, is to: Keep Mantel where he is now; keep SB where it is; get your reporters to report accurately and to give the correct name of an area; either cut the repetition or the time span and spread more hard news; drop Gerald; take your opinion taking to other areas other than Baltimore City and County. Your phone polls are good but sometimes slanted so a "yes" or "no" answer is misleading ... such as those about abortion.

Yours truly,

Barbara Frank

23, Telugu Ave P4  
 Balto Md, 21221  
 Aug 29, 1991

P. I know St Mary Convent

My favorite TV station  
 has always been St M A R,  
 but as of this morning, when  
 I read you are taking Santa  
 Barbara off & replacing it  
 with Montel Williams, I will  
 no longer watch anything  
 ever again. Why do you always  
 have to mess up everything.  
 All we need is another stupid  
 talk show. Pretty soon that  
 will be all you have on the  
 air, plus sports. You should  
 have a special channel just  
 for sports & your dumb talk  
 things.

I've had complaints before  
 and never wrote about some  
 of your new people. Mary Beth  
 Masson, Horace Holmes, &  
 Beverly Burke are great but  
 the other female that's on at



5- is more boring now  
than she was before her  
kane of absence

You are taking off  
the heat map, you & I am  
very angry. I have a very  
large family & I guarantee  
some of us will watch WMAR  
again

Leave your talk shows  
on in the morning, that's  
practically all you have  
any way. Your programming  
is getting "lousy".

I'm sure my letter  
won't do any good, because  
I don't think you really care  
what people really do like,  
but any way I feel better

Mary C. Edger  
23 Delmar Ave.  
Darto Md, 21221

August 29, 1991

Program Director  
WMAR TV

Santa Barbara Fans are  
appalled at the recent news.

If Santa Barbara goes so does  
WMAR TV on our deal.

3:00 PM News, "General Hospital".

Please, Please reconsider.

Renda Jasper  
1035 Kenilworth Dr  
21204

11 Thornhill Rd. 21093  
107 Stratford Way 21093

Helen Bryson  
19 Richman Rd 21117-1917

Gertrude A. Kaminski  
7509 Chesapeake Ave. 21219

Nancy Barnes  
Patricia Barnes

Henry R. Ryan  
195 Richman R  
21117-1917

Patricia Sawler  
4107 Arden Tech Way 21017

Roman A. Kaminski  
7509 Chesapeake Ave 21219

Charles A. Jasper  
1035 Kenilworth Dr  
Baltimore, Md 21204

SEP 3 1991

SH0010347

24 McCormick Avenue  
Baltimore, Maryland 21206  
August 29, 1991

Ms. Emily Barr  
Broadcast Operations Director  
WMAR-TV  
6400 York Road  
Towson, Maryland 21204

Dear Ms. Barr:

I think what you are doing by taking Santa Barbara off the air and putting the Montel Williams show on in its place is disgusting. The afternoons should be for the soaps and the mornings for the talk shows (except for Oprah - she is refreshing).

WMAR-TV is always preempting shows to put on its own programs. I don't understand how you can keep doing this all the time. Take an hour off your local news cast - put this guy on from 5:00 p.m. to 6:00 p.m. and have your local news on from 6:00 p.m. to 6:30 p.m. You repeat the same "news" during each half hour anyway.

This appears to be a shady/shafty deal on the part of WMAR-TV. When do you intend to let the viewing audience know what you are going - at the time you change broadcasting? What a chicken you are.

I am against your putting on the "Montel Williams" show and taking off Santa Barbara.

Cordially,

*Kimberly L. Heil*

Ms. Kimberly L. Heil

P.S. - Channel 2 has lost a viewer - for all shows.

SEP 5 1991

SH0010351

24 McCormick Avenue  
Baltimore, Maryland 21206  
August 29, 1991

Ms. Emily Barr  
Broadcast Operations Director  
WMAR-TV  
6400 York Road  
Towson, Maryland 21204

Dear Ms. Barr:

I am writing to voice my displeasure at your decision (or station's decision) to take Santa Barbara off the air so that you can broadcast the "Montel Williams" show. The Mayor welcomes him to Baltimore and right away you must think he's a hot item. How much did he pay WMAR-TV to have you broadcast his show? He acts like he thinks he's Oprah Winfrey - this will never happen. You must think so since you are putting him on before Oprah (she has a good show).

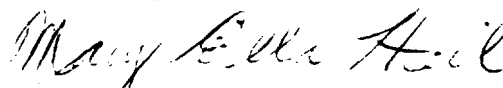
Since you need a time slot for Mr. Williams, why don't you put him on from 5:00 p.m. to 6:00 p.m. instead of the news. We certainly don't need an hour and a half of news; just have the news broadcast from 6:00 p.m. to 6:30 p.m. Just preempt your own schedule for a change. Why do you have to broadcast news for an hour and a half (5:00 p.m. to 6:30 p.m.) anyway? Look at your own ratings in this time slot. During these news casts the same news of some most told over and over again.

WMAR-TV is always preempting shows to put on its own programs - Oriole baseball is an example. I don't understand how you can keep getting away with this.

I think this was an underhanded maneuver on the part of WMAR-TV - it stinks. WJZ-TV here I come.

Once again, I am against your putting on the "Montel Williams" show and taking off Santa Barbara.

Cordially,



Ms. Mary Ella Heil

SH0010352

SEP 11 1991

Janet McBride<sup>43</sup> PF  
1557D Womble Way  
Balti. Md. 21239  
August 30, 1991

Emily Barr,

Director, Broadcast Operations

WMAR TV

6400 York Road

Balti. Md. 21212

Dear Ms. Barr,

I'm writing to you to let you know how disappointed and upset I am that you are taking Santa Barbara off the air even if it is for only a certain amount of weeks! There are so many talk shows on now and all of them eventually get around to talking about the same things. I can't believe that you would  
... .. was all the i

SH0010345

mundane talk show. Yes I have  
seen it and if you have seen one you've  
seen them all and not that expecting  
to warrant a change in schedule. Well  
now channel 4 will get my rating at  
least they have the common decency to  
switch the time of Santa Barbara  
instead of taking it off the air, now  
that is good programming! I know  
that they may take Santa Barbara off  
the air completely in the future if the  
ratings don't improve, but you  
certainly aren't helping them nor giving  
them a chance. I'm sure you can  
do some switching and give us back  
our Santa Barbara! Please!

Sincerely,  
Janette McBride

MRS. GEORGE M. GLAZIER  
3601 GREENWAY APT. 901  
BALTIMORE, MD 21218

DMAR-JV  
Program Dept.  
6000 York Rd.  
Baltimore, Md 21218

Dear Sir

I was shocked to hear  
about the canceling of Santo Babae.

I do not know how you make  
your decisions - many people I  
know (including myself) can't wait  
to see it. I always have someone  
tell me what happened & should I  
miss a program.  
Do you realize that most of

SH0010360

and serious citizens depend on  
the scope of the law  
entirely on merit.

I have looked at this for years.  
I'll give up NBC if it is  
reinstated.

The new program is that  
good.

Hope you reconsider this.

Sincerely

Dan Ayler





SEP 11 1991

839 St. George Ct.  
Edgewood, MD 21040  
Aug. 31, 1991

47

pk

Arnie Kleiner  
WMAR TV  
Baltimore, MD

Dear Mr. Kleiner:

This is to let you know how disappointed I am that you have chosen to remove Santa Barbara from your lineup. Baltimore does not need another talk show - particularly one as boring as Montel Williams.

I have taped Santa Barbara faithfully for the last 5 years & this summer it's better than ever.

You have lost one daytime viewer across the board. It's worth it to me to remove my cable and catch the soaps on channel 4 or 8.

Phyllis M. Gallagher

SH0010385